

Women's Club Holds Open House

Attendance Shows Growth

Hallowe'en Party Next

One hundred and eleven registered at the Woman's club open house, held Friday evening in the spacious home of Mrs. May Hibbard. There were many more guests who did not get around to register. The neighboring communities of Yucca Valley and Twentynine Palms were well represented.

Woman's Club President Dr. Anne Stewart might well be proud of herself and her co-workers for the good feeling and fellowship created at this first event of the Woman's club season.

With Mrs. "Doc" Ater at the piano, and George Racine on the fiddle, dancing was in order. Rugs were rolled up in the large living room and doors were opened onto the long new porch across the front, and square dances went into full swing. Fred LaFerney was right there with the calling.

First Baby

One of the highlights of the evening was the first public appearance of 10-weeks-old Thomas Brysen Martin, the first Joshua Tree baby, and son of Mr. and Mrs. D. O. Martin. Tommie gave everyone a smile and seemed to enjoy the publicity. He even did a waltz in the arms of his proud papa.

Among the real old-timers present were Mr. and Mrs. Jim Wright and Professor Cooper who recalled the first party held in Joshua Tree over three years ago. It was given in the building now owned by the Coulters, and drew on the whole countryside for its 15 attending. It was recalled that Professor Cooper acted as master of ceremonies. What a far cry from 15 to a possible 125 in three years.

Refreshments were served in the large dining room of the Hibbard home. Mrs. Sally Sinclair poured tea at one end of

(Continued on Page 3)

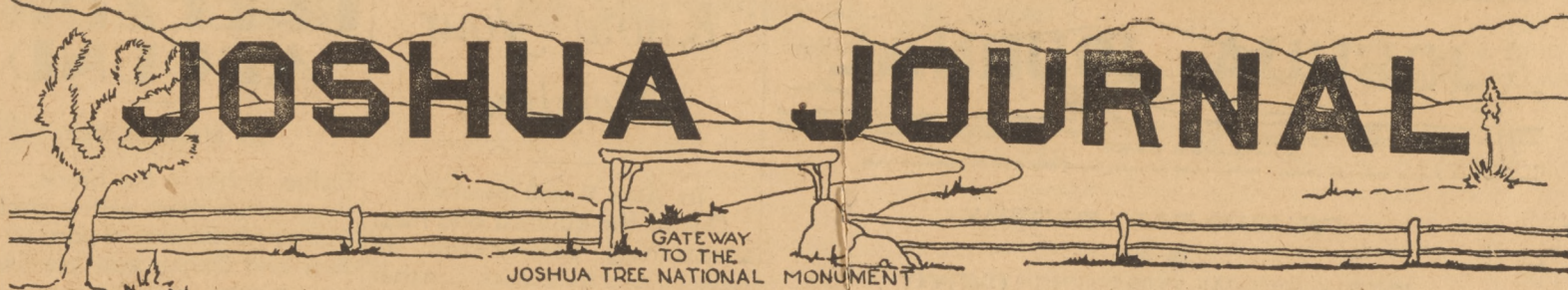
Birthday Party

About 25 friends and associates surprised Chester R. Bunker on his birthday Saturday, with a party at Alice Powell Beckford's home.

Highlight of the evening was the presentation speech made by Steve Moninger in which he paid glowing tribute to Mr. Bunker and his association with him thru many years.

After the speech Moninger presented Bunker with a beautiful all-wool sport shirt, the joint gift of those present. According to Steve he discovered the cause of the wool shortage when he found Mr. Bunker's size shirt.

Delightful refreshments were served by the hostess.



Published Weekly in the Interest of the Most Livable and Fastest Growing Area of the Great American Desert

VOL. 1, NO. 4 - THURSDAY, SEPTEMBER 27, 1945 - JOSHUA TREE, CALIFORNIA - 5c PER COPY

Morongo Valley Development

NEIGHBORS

In accord with our announced policy The Joshua Journal visited our neighbors in Morongo Valley this week and met some mighty fine people. It was our first visit there and the spirit and enthusiasm with which we were received created a warm spot in our hearts for the people and their community. It will be a pleasure to print the news and doings of Morongo Valley in future issues.

Block Plant Improvement

Owners Promise Increased Output

The new owners of the Joshua Tree Cement block plant have completed repairs and alterations on the plant and resumed operations Monday.

According to the partners Henry Savage is to assume control of the mixing operation, maintaining a constant check on the mix to insure uniformity and high quality. Maxwell MacArthur will be in charge of maintenance of the plant and Neal Lawson is the business manager.

Most builders here consider the cement block to be the best material for desert construction, and Lawson says they intend to produce the best block possible to make.

With the improvements made last week and those they plan to make without interfering with operations, Lawson said he thinks they will be able to meet the heavy demand for their product without undue delay.

—oOo—

HURRY BACK

Col. and Mrs. E. B. Moore ended their two-weeks' vacation Sunday and returned to Burbank where Col. Moore is on the technical staff of Lockheed Aircraft Company.

While here they purchased a slightly lot on the hill and are looking forward to the time when they will have their home here.

—oOo—

GRADING FINISHED

Lafferty Brothers have finished grading the streets in the new Alta Vista addition to Joshua Tree. Later they will pave the streets with black top. These boys don't have much idle time, because of the demand for their dozer and motor patrol. The boys do such a good job, it is no wonder they are in demand.

John E. Olmstead Passes On

JOSHUA TREE RESIDENT MILITARY FUNERAL

John Edward Olmstead passed away Sunday morning in the Veterans' hospital at Sawtell. He was born Sept. 7, 1875, in New York state.

The deceased was a veteran of the Spanish-American war, and was noteworthy for his patriotism. Always on national holidays a flag waved in the breeze from the top of his tent up on the hill, which was his temporary home until his new home could be completed.

He almost realized his dream of a home on the desert, for the little cement-block house was almost finished. It was his zeal in accomplishing this goal that hastened his death.

Besides his wife he is survived by two daughters, Mrs. J. H. Barbour of South Gate, Calif., and Mrs. C. R. Bushon of Los Angeles. Also a brother, William and two sisters, Mrs. J. C. Wheeler of Pasadena, and Margaret in New York.

Mr. Olmstead will be accorded a military funeral, the date of which has not been announced. He will be missed by everyone in Joshua Tree and the sympathy of the community goes out to Mrs. Olmstead and his family.

FUNERAL NOTICE

The military funeral for John Edward Olmstead will be held at the Veterans' hospital chapel in Sawtell on Thursday, Sept., 27, at 2 p.m.

CAN'T STAY AWAY

Mr. and Mrs. Arthur M. Haynes of Los Angeles spent the week-end here at the Herdman & Jackson apartments. Mr. Haynes is number 1 subscriber to the Joshua Journal and a great booster.

LOS ANGELES DENTISTS PURCHASE MORONGO LODGE

Plan Extensive Improvements

That interest on the desert is on the increase is indicated with the announcement that Drs. C. M. McCauley and T. P. Melbourne, Los Angeles dentists, have purchased the Morongo Lodge and plan extensive improvements. Reliable sources report the purchase price as \$30,000 but this could not be confirmed.

Restaurant Opens

Their opening delayed a week because of OPA red tape in allotting red points the Rice Cafe will have their grand opening Monday, Oct. 1.

According to Mr. Rice they would have been ready to open on schedule last Monday but their application for red ration stamps and sugar allotment had to be referred to Los Angeles.

Mr. Rice made a trip to Los Angeles last week and sent out a whole truck load of equipment, including the largest refrigerator yet to make its appearance in Joshua Tree. The big box is equipped to use ice until we get electricity.

They plan club breakfasts, plate lunches, and regular dinners as well as short-order service. Mrs. Rice, who will have charge of the kitchen, says they are making arrangements for an ample and regular supply of chickens, so that fried chicken can be a regular feature on their menu. Mrs. Rice says she will make their pies. They will have both counter and table service.

—oOo—

WEEKLY TEMPERATURES AT QUAIL SPRINGS

by NORMAN C. COOPER			
Sun.	Sept. 16	70	91
Mon.	Sept. 17	52	92
Tues.	Sept. 18	52	90
Wed.	Sept. 19	51	88
Thur.	Sept. 20	62	78
Fri.	Sept. 21	42	74
Sat.	Sept. 22	40	75

—oOo—

PUBLICITY MAN

N. J. Hartford, who handles the publicity department for the Ralf M. Spangler & Associates advertising agency in Los Angeles, spent Saturday and Sunday in Joshua Tree on business for his firm.

The Morongo Lodge has been one of the show places of the Valley. The large central building with its name rooms and numerous detached cottages is located on 40 acres of ground and sheltered by beautiful pine trees.

According to A. E. Sloan, in charge of the improvement program, the kitchen and dining room are to be enlarged and modernized. What was formerly known as the picture room will be made into a dance room, and many other improvements that will make the Lodge attractive to patrons seeking relaxation on the desert. They also plan to build several more cottages, and the improvements are expected to amount to \$8,000 or more, said Mr. Sloan.

ELECTRICITY AWAITED

Morongo Valley business and residents are getting their places in readiness to turn on

(Continued on Page 5)

NEW CONTRACTING FIRM

H. Otto and son, Burt Otto, have joined with Frank Batters to go into the general building and construction business. H. Otto and son are from Los Angeles and Frank Batters is well known in Joshua Tree, having lived here for about nine years.

All three are well experienced in the work they are undertaking and are bringing in considerable new equipment with which to do their work.

Pin This Coupon to a \$ Bill

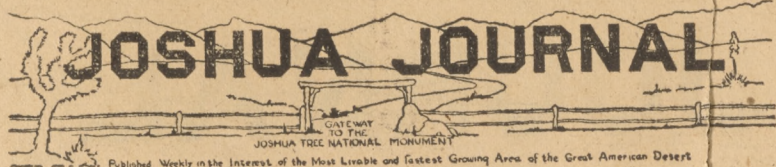
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JOSHUA TREE - CALIFORNIA

STEWART GEAR - Editor and Manager

SUBSCRIPTION RATES
1 Year \$2.00 - 2 Years \$3.00

Gateway

Joshua Tree Townsite is located astride the most accessible highway to the Joshua Tree National Monument. It is the nearest and most accessible gateway to approximately five million residents of Southern California to say nothing of the thousands of tourists that soon will be coming to Los Angeles and other Southern California cities. Our gateway is the shortest route to the most scenic and most interesting part of that wonderland of nature by approximately 40 miles.

The wide parkway laid out thru our town from the highway up over the hill to the Monument clearly marks the Gateway and is a natural invitation to the public to "turn in here."

The founders of the townsite should be congratulated for their farsighted planning and strategic location. When the highway thru our town is lined with attractive shops, motels and cottages and the rest of the town built up with fine home, Joshua Tree will present an almost irresistible invitation to visitors to stop for the night and get an early morning start for the Monument and its scenic beauty.

Many residents of Southern California will plan for a Sunday outing in the Park and will want to use the shortest way into the park in order to have more time there.

We hope the County Highway Department and the National Park Commission will recognize these facts and take steps to provide a better roadway than at present exists on this end of the Park highway. There is three miles of county roadway that is anything but enjoyable to drive over, and while the Park commission has recently made some effort to fill up the cuts and washes made by our summer rains, we hope they will not stop with that but give the motorist a safe highway, a highway that will not mar the pleasure of a day in the Monument.

—oOo—

Re-Cooper-ate

By DR. NORMAN C. COOPER

Coolie System

To let on like China is a world power is a laugh. A nation of 400,000,000 people was fast being conquered and taken over by a little island nation of less than 90,000,000 until the United States and her allies stopped it. China or any other nation can't be strong and become a world power with the larger percentage of her population in serfdom, peasantry or slavery. A nation has to have her people free and liberated and producing at their best to be strong and powerful. China will never be a world power with 90 percent of her people forced to serve as coolies for the other 10 percent at two cents per day. If the Allies don't change the coolie system in China we will just have to continue bailing her out of the morass of war, pestilence, high birth rate and filth on through the ages. As China stands today she is just a hot-bed for more wars—not the fourth world power at all!

—oOo—

NOTICE

The article "Personality and Mental Hygiene," on page 2, columns 1 and 2, by Dr. Norman C. Cooper is syndicated and is to be published in book form, and no part may be used without permission.—Editor

Know Your Neighbor

By Alice Powell Beckford

One of the quietest and most unassuming personalities we have here is Mrs. Jack Lowther who was born in Defiance, Ohio, and christened Emma Jane Bell; yet Emma Jane has quite an illustrious background and the story of her life and ancestry reads like a fairy tale, much too long for our short column. She moved to Toledo, Ohio, when very young and spent most of her girlhood there. She came to California in 1903, met Jack, and married him in 1911 in the home of Rev. Robert Burdette, the well-known humorist preacher. She is a charter member of his church, the Temple Baptist.

On the distaff side Mrs. Lowther is a direct descendant of William Whipple, one of the signers of the Declaration of Independence. Her father and Alexander Graham Bell were cousins. She also numbers among her close relations Queen Whitemena and daughter the Princess Juliana, of the Netherlands and with them is one of the heirs to the famous Bogardus estate which includes vast amounts of property in New York City on which many of our skyscrapers are located. It is due to this fact that many complications have arisen and delayed the settlement. It is quite probable it would have been made by now had not the world become entangled in war. Dr. Loeffler who is in charge went into England with some other Hollanders and because he was an Austrian was placed in a concentration camp there, only being released when the war with Europe was over. He is now in New York City attending to the details necessary or settlement.

Many generations ago Annaka Webber, daughter of the Prince of Holland, and a favorite of her grandfather the king, married a commoner named Gans who served in the court of the king who was so disgruntled over the marriage he sent them off to New Amsterdam and re-wrote his will which could not be executed in favor of their descendants until seven generations had passed. When that time arrived the will had been mislaid and could not be found. In 1925 it turned



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BREEZING AROUND

By Maude A. Fox

Fishie, fishie in the brook,
Papa catch them with a hook—
Mama fry them in a pan,
Jess and Denny eat 'em like a man.

That was the theme song for the Rowell, Martin fishing trip to Lake Henderson last Wednesday and Thursday. Mr. and Mrs. Rowell and Mr. Martin left here Wednesday night and fished all day Thursday. Denny got so excited he did not watch the bag in which he was putting his catches hanging at the side of the boat. When they reached shore he discovered 20 fish had escaped. And of course they were some of the big ones that always get away! Mrs. Martin and children remained at home while the "big game" men caught the supper for Thursday night. Anyway they caught 28 fish

up in a book in a second-hand store in New York City and finally reached the proper authorities.

Annaka Webber Gans was widowed and later married Reverend Bogardus of New Amsterdam. They had four children and Emma Jane Lowther is a direct descendant of the eldest daughter. Annaka Bogardus made a will dividing her estate of 160 acres equally among her children. It is this property on which the Singer building and other large buildings are now located.

When the seventh generation rolled around it was Emma's great grandmother Thome who was heir to the property left by the former king. Due to the long lapse of time the inheritance had increased as vast sums had been added to the estate from hold-

*not counting Denny's escapees.

* * *

Miss Carrie Bell Smith has had her new home all painted and the nicest little porch put on the back of the kitchen. Now the floors are being painted and soon the little house will be finished. It is so attractive outside we are dying to see the inside. Be careful Carrie Bell when that painting is finished we might bring a friend and drop in for tea some afternoon!

* * *

Well Jack Crane's new mixer works! It did a fine job of mixing on the new sidewalk put down in front of the Raub, Evans, Moniger, Gear office, and stretching down to hook on the Bud Lyday's. It must have worked well because we noticed a smile on Mr. Phillip's face, as he laid the walk with his helpers, Joe Wagner and John Markham.

* * *

Mrs. Mildred Butler of Sunland is visiting here this week with her friend Mrs. Pfeiffer. The visitor is interested in Joshua Tree and may later on join us and build a home.

* * *

Next time Dick Holland and R. I. Randolph go deer hunting they will tie Fred Moninger's horse to a big wide tree, instead of a stake. Just as they had camp made and a nice fat deer almost lured to the spot, Fred's horse decided to break

(Continued on Page 5)

ings in the East Indies. When the world became embroiled in war vast sums of gold belonging to the estate were shipped to America and are now being held in this country awaiting settlement of the estate. We all hope that this will come very soon so that Emma and Jack may enjoy all that is rightfully theirs.

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PERSONALITY & MENTAL HYGIENE

By DR. NORMAN C. COOPER, A. B., M. A., Ph. D.

Personality Development

Personality is all of the means by which an individual makes himself socially effective. Everyone would like to have a good personality and it is most desirable that each individual possess the traits that make him the most useful, adaptive and effective in the social group in which he lives. Some people have such personalities; others do not. Personality is not inherited. We are not born with or without personality. In the average case this a matter of early training. Given a normal healthy body and a normal healthy mind, personality can be cultivated and produced in the youngster or even in the adult just like musical training or artistic training proficiency in each of these fields. Of course, the earlier training is started the more effective it will be.

This should encourage the average parent to start early with his boy or girl and attempt to arrange circumstances whereby the child can develop the most wholesome type of personality.

Indirectly there are certain physical influences which affect personality development such as blood chemistry, the hormones from endocrine glands, and the general health of the body. In the ordinary case, these conditions can be controlled by normal healthful living—good exercise, healthful foods, fresh air and sunshine and wholesome play habits. The family physician can aid the parent in keeping these factors under check.

The biggest role in personality development in the youngster is played by social factors—parent-child relationship, his social environment, the child's companions, the community and economic aspects of the child's life. All of these social factors can be controlled by the parent.

Parents' behavior is directly responsible for habits of love, anxiety, or hate in the growing child. Parents can give the child too much love and tenderness and thus "spoil" the child and weaken its personality effectiveness causing "childishness" and immaturity. "Smother Love" and "Devouring Parents" constitute an essay each by itself. On the other hand parental neglect is the cause of much maladjustment in children and is the cause of 60 percent of juvenile delinquency. There should be a happy balance in parental care attention and guidance bestowed upon the growing child.

The child's school life should be natural and stimulative with few or no conflicts; his community life wholesome, happy and beautiful; his companions clean, healthful, well-adjusted and socially effective and his economic status such that the child has sufficient clothing, a room or quarters of his own if at all possible, ordinary athletic equipment—

bicycle, roller skates, tennis racquet, etc. He should have his own spending money either earned by him or budgeted to him by his parents.

You can bring your child up to have a good personality or a poor ineffective one. Remember that the child of today is the adult of tomorrow and that, "the hand that rocks the cradle rules the world!"

—oOo—

Women's Club

(Continued from Page 1)

the table while Mrs. Laura Rowell served coffee at the other end. If everyone did not have enough sandwiches it was their own fault as they were piled mountain high on large platters, with side dishes of tasty olives and other relishes.

The hostesses for the evening were members of the board of directors of the Women's club and were Dr. Stewart, mesdames Julia Overbay, Sarah Mitchell, Maude Fox, Mary Burson, Thelma Wiser and Alice Martin.

In between dances Mrs. Maggie Kassel gave her famous impersonation of "Pistol Packin' Mama," much to the delight and amusement of all present.

A Hallowe'en party is in the making, and will be held at Mrs. Hibbard's. It will be typical of that season in the year, so it will be well to dig down in the cedar chest and drag out bright-colored scarfs, old cut-away coats and so on. There will be a small admission charged because as Dr. Stewart says, every cent above expenses will be turned over to the finance committee of the building fund for the community hall. After the good time had Friday evening, everybody will be looking forward to the Hallowe'en party.

The Women's club and citizens thank Mrs. Hibbard for contributing her Desertaire Lodge for use as a community hall. That's real community spirit and the kind that makes a town grow.

All-Year Living on the Desert

By STEWART GEAR

In man's life sunlight is the most potent of all natural forces. On the desert, sunlight is at its best, and on the Joshua Tree desert, we find it at its supreme best, because the geo-physical conditions surrounding this desert produces a dust-free, nearly moisture-free atmosphere which in turn allows practically all of the health-giving rays of the sunshine to reach you.

Sunlight is made up of about 79 percent infra-red rays and four percent ultra violet, with the other rays in both the visible and invisible spectrum making up the balance. Moisture and dust particles in the atmosphere have a filtering action, and in the city and other parts of our country, where the air is contaminated with dust, smoke and moisture, very little of the more important rays get thru to benefit man.

INFRA-RED

Infra-red rays produce heat. They are the rays that make the desert seem hot, and it is because more of these rays are able to get thru to the ground that the desert is hotter, and for the same reason will bring about a healthier body.

The infra-red rays striking the body bring to the surface more red cells and causes them to take on more oxygen. Oxygen is a combustion element. All thru man's body there is a constant process of combustion taking place, burning up diseased and waste materials. This burned material is thrown off by the lungs and eliminating organs. Sweating is one of nature's methods of elimination. The more oxygen the body absorbs thru the skin the more fuel it will have to destroy diseased tissue and waste material thru perspiration, and when you perspire

*freely you are giving your kidneys, (the most overworked organ in the body) a much-needed rest. On the desert one normally perspires about two quarts per day. Evaporation of this moisture from the skin produces condensation and leaves you cooler and freer deleterious matter. This relieves the kidneys of a heavy load, purifies the blood and aids in combatting disease.

ULTRA-VIOLET

The ultra-violet ray is also a health-producing ray. It is the ray that produces sunburn. It is invisible and tho greatly diminished in quantity by dust and vapor in the air will still produce sunburn on a cloudy day as many of us know from experience. Sun burn is not a true burn but is the result of a chemical change in the skin produced by the actinic ray (ultra-violet) and does not show up for some hours later in the form of sunburn, redness, and pain.

The ultra-violet ray upon the skin produces vitamin D. The effect of the ray is to pro-

(Continued on Page 4)

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640 acres (Sec 15-2N 6E)
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640 acres (Sec 13-1N-6E)
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640 acres (Sec 7-1N-7E)
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JOSHUA TREE

LETTERS FROM THE PEOPLE

PEOPLE LIKE THE DESERT
JOSHUA JOURNAL PLEASES

Los Angeles
Sept. 14, 1945.

To the Editor Joshua Journal:
Interested in what goes on in Joshua Tree, as we feel we are going to be a part of your city some day.

We are interested in what grows there. I like Maude A. Fox's articles. *** This will be a new adventure and fun experimenting. I can imagine a lot of fun watching new things grow in a brand new soil. ***

Please send me The Joshua Journal. Enclosed is \$1.00.

Mrs. C. B. H.

xxxx
Divide, Wyo.
Sept. 15, 1945.

Joshua Journal:

Please send the JOSHUA JOURNAL to the addresses below. I got the first paper and I don't want to miss any.

Mrs. E. I.

xxxx
Los Angeles
Sept. 7, 1945

Dear Sir:

A copy of your newspaper, The Joshua Journal was given to me and I think there is a great and prosperous future ahead.

I believe all people having an interest at Joshua Tree should subscribe to the JOSHUA JOURNAL and remain informed as to the doings in that Jewel of the Desert.

Kindly enter me as one of your subscribers.

L. J. R.

xxxx
Los Angeles
Sept. 7, 1945.

Joshua Journal,

Dear Sirs:

Enclosed find my check for \$3.00 for a two-year subscription to the JOSHUA JOURNAL.

I have spent two interesting week ends at the Coulter's Guest House during the past August, and liked the community very much.

Best wishes to you in your undertaking, and may all your subscribers merit a two-year subscription.

Miss H. M. R.

xxxx
Long Beach
Sept. 18, 1945.

Joshua Journal,

Dear Sirs:

Enclosed please find \$3.00 for two years for the JOSHUA JOURNAL. We received the No. 1 copy yesterday and have read every line of it and enjoyed every bit of it.

We expect to make Joshua Tree our home in about a year. We love the Desert and its people, particularly JOSHUA TREE and its people.

J. C. B.

Dr. Louis Sinclair

Chiropractor

Joshua Tree - California

Mary E. Burson

NOTARY PUBLIC

Townsite Office
JOSHUA TREE

All-Year Living

(Continued from Page 3)

mote tanning or darkening of the skin which enables it to absorb more of the ultra-violet. One should wear light porous clothing to allow as much of this health giving ray as possible to reach the body. Let the sunshine in to your body and you will keep the doctor out. The actinic rays set up many metabolic changes in the body thru vitamin D, and they act very favorably upon other vitamins already present in your system.

Living in the abundant sunshine of the desert results in toning up the tissues first, and then destroys bacteria by oxidation or burning. The amount of ultra-violet to reach you depends on the clearness of the air, and that will be the subject of our next chapter.

—oO—

Experiments show that 16 to 19 percent more vitamin C is left when potatoes are cooked in salt solution than when cooked in plain water. Salt prevents oxygen from destroying the vitamin.

Santa Monica
Sept. 16, 1945.

Dear Mr. Gear:

Received the copy of the JOSHUA JOURNAL you sent me and I enjoyed it very much. I love the climate and all that makes Joshua Tree so attractive and a fine lot of people I have met there.

Wishing you much success in your paper and from the nice contributions I feel certain you will be successful. Best of good wishes.

E. R. P. (R.N.)

xxxx
Inglewood, Calif.
Sept. 12, 1945.

Joshua Journal:

I am delighted to receive a copy of the first issue of the JOSHUA JOURNAL and am enclosing a dollar for six months subscription.

More power to you—I hope it won't be long before we can obtain material to build on our property at Joshua Tree.

Sincerely,
L. B.

PLANTS THAT GROW ON THE DESERT

By MAUDE A. FOX

Sweet Peas

Large flowered, long stemmed, sweet peas are grown successfully on this desert and in this vicinity. We have seen them growing near here.

Sweet peas require a rich, deeply-worked soil, and good drainage. Plant your seeds in a south exposure if possible. Cow manure is best to use for humus but if not obtainable other fertilizer will do. Make a two-foot deep trench and place the manure in this mixed with the soil. Wet this down well. Then plant the seeds two or more inches deep and three inches apart.

When the plants are up don't spare the water—even if you are on a meter! Rather than sprinkling, allow the water to run slowly around the vines in a shallow trench. To get best results, give constant shallow cultivation. This keeps the moisture in the soil.

When plants are well devel-

oped place a mulch of leaf mold around them. Peas have a great appetite for plant food. Every three or four weeks they should be fed food in which potash and phosphoric acid content is high. We have always liked to plant colors sep-

arate. They make a more attractive growing appearance, and are easier to segregate for bouquet picking.

Sweet peas bloom in the winter and early spring when most of our garden shrubs are bare of any kind of flower. Even before our lovely wild flowers come out in full array. Yes sir, everyone in Joshua Tree should put in a little plot of sweet pea seed—RIGHT NOW. Be seein' you next week.

—oO—

Try a classified ad if you have something to swap, rent or sell.

GRADING

BLADE — DOZER — ASPHALTIC PAVING

E. V. (Pat) & H. (Sam) LAFFERTY — JOSHUA TREE

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Wortley & Brown

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Be Ready

TO LIGHT UP

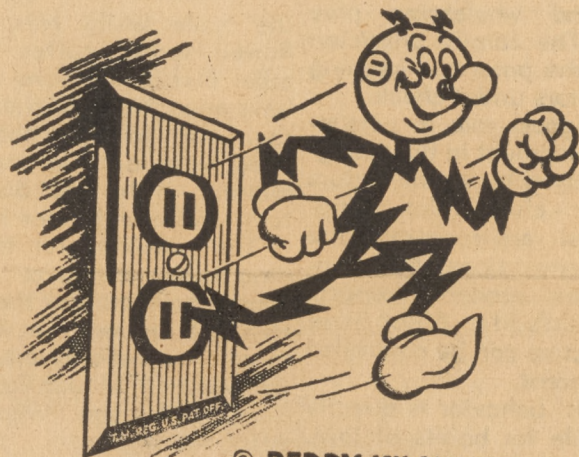
WHEN THE CURRENT ARRIVES

All Materials Available

Evans Electric Co.

Licensed and Bonded Contractor

ALL WORK CONFORMS TO NATIONAL FIRE
UNDERWRITERS and CALIFORNIA SAFETY CODES



© REDDY KILOWATT
Your Electric Servant

Yes, Reddy Kilowatt is on his way to serve Joshua Tree people. A transmission line is being erected from Garnet to Twentynine Palms, from which distribution lines will carry electricity to serve stores, shops, offices and homes in this area.

Be patient and eventually you will get acquainted with Reddy, your prospective electrical servant.

Manpower shortages, difficulty in securing materials and other factors have slowed him up but he is doing the best he can to reach you.

When he arrives and is able to go to work, you will find he can do a lot for small pay.

CALIFORNIA
ELECTRIC
POWER
COMPANY

Morongo Valley

(Continued from Page 1)

the lights as soon as the new California Electric Power Company's line is completed. The Grimes Grocery store has a big new refrigerated meat case in and Mrs. Grimes said that as soon as she can turn on the current they will fill that case with fresh meat. The Grimes store has a very metropolitan appearance with the new case and general arrangement of the store.

COMFORTABLE LIVING

The newest addition to Morongo's business district is the Arnold Hardware and Plumbing Supply, which has opened up with a very complete line of hardware and plumbing supplies together with other home needs. Mr. Arnold said that while his stock was not as complete as he would like, due to the times, he will add items as fast as they are available and if he doesn't have the things needed he will make every effort to get them on special order.

The Silk Guest Inn is doing their part to speed construction of the much-needed power line by housing and feeding 14 linemen working on the project, at their attractive and comfortable inn.

Buyers are plentiful but

their big worry is land to sell according to Mr. and Mrs. H. M. Hess, subdividers. Mr. Hess says he has only a few 10-acre plots left and when these are sold he will have to close up shop if he can't get more land.

Another new place is Angels' Restaurant where Mr. and Mrs. Angel, the proprietors, are rapidly building up a reputation for good food served in very attractive surroundings.

There are any number of projects just waiting for the material situation to improve, when they will get under way.

—oOo—

ENJOYABLE TALKFEST

Enjoyed a pleasant talk with Bob McFarland at the Morongo Inn. Bob is an old newspaper photographer and a retired army officer. He keeps himself out of mischief now making kodachromes of the picture spots in the valley, for use of the artist colony in Morongo.

—oOo—

Try a classified ad if you have something to swap, rent or sell.

Morongo Market

GROCERIES - FRUITS - VEGETABLES

Mr. and Mrs. E. E. Grimes

Morongo Valley

Hardware - Plumbing Supplies

GIFTS — NOTIONS — NOVELTIES

ARNOLD'S

Hardware and Plumbing Supplies

Morongo Valley

10 - Acre Tracts

(LIMITED NUMBER)

Morongo Valley

"The Cream of the Desert"

NEVER TOO HOT OR TOO COLD

IDEAL FOR HEALTH

H. M. Hess - Realtor - Sub-Divider

NO DUST

NO FOG

Neal Lawson - Maxwell McArthur

Henry Savage

Cement Products

THE MOST PRACTICAL BUILDING MATERIAL

FOR THE MODERN DESERT HOME

Cement Building Blocks

COMPLETE LINE OF CEMENT BLOCKS . . . ALL SIZES

ALSO CEMENT - LIME and SAND

When Better Blocks Are Made

L. M. S. WILL MAKE THEM

Plant and Office

JOSHUA TREE

Whitewater, Star Route

TWENTYNINE PALMS

P. O. Box 85-A

Breezing Around

(Continued from Page 2)

up housekeeping and galloped away. The horse arrived after dark at the Moniger ranch with a bed roll on his back. Mr. and Mrs. Moniger got into the car and went after the mighty hunters. They tracked them down on the Pipes canyon road trudging wearily along leading Dick's horse. They had all of their camping equipment, and very sore feet. So ended the hunt that was in the making of providing us with a nice juicy venison steak. Fred "shooed" the boys into the car, and gallantly rode the horse home. It was 4 a.m. when he drew into the front yard of the ranch. Well, anyway it was moonlight!

Sometimes it's sorter tough being the iceman. Especially when Mrs. Joshua Tree orders 50 pounds of ice and just before the iceman arrives locks her kitchen door and goes out for afternoon tea. This leaves the iceman — not holding the

sack, but holding the fast-melting ice. Last week Gene Sullivan found so many doors locked he had to return with 300 pounds of ice on his hands. Maybe some of us could "turn over a new leaf" and cooperate a little better this week.

Mr. and Mrs. William Matthews of Inglewood, and grandson Bobbie, were staying at Mrs. Hibbard's this weekend, as were also Mr. and Mrs. A. R. Ledingham of Los Angeles, and Mr. and Mrs. Bert Holland of Los Angeles. All are planning to sometime make their homes here.

Miss Alice Harris of Wilmar and Mr. Mac McCoy of Covina were week-end guests of Mr. and Mrs. Gene Sullivan. The

visitors and the Sullivans had worked together at the ordinance command on Eastern and Slaussen in Los Angeles.

Mrs. Verna Coulter and Miss Silvia Pfeiffer accompanied Dr. F. Carl Cummings on a week-end trip to Las Vegas returning Sunday evening.

Mrs. Reta Cabanaugh of Upland is spending this week with her parents, Mr. and Mrs. Gray Krumpke, and her small son, "Butch."

Mrs. Terry Smith of Los Angeles spent the week-end with her mother, Mrs. Theresa Matthews, helping celebrate the latter's birthday. Mrs. Matthews has new attractive table covers on all tables in the cafe.

(Continued on Page 6)

G. B. KRUMCKE

LICENSED CONTRACTOR

GENERAL PAINTING and WATERPROOFING

JOSHUA TREE

Lumber

LUMBER — Initial stock of 50,000 feet. Sheathing and Structural 2 x 4's.

PLUMBING — Complete line of Pipe and Fittings, Toilets, Lavatories and Sinks, Mission and U. S. Water Heaters.

ELECTRICAL BX, Outlet Boxes, Switches, etc.

CEMENTS and LIME

CEMENT COLORING

REINFORCING STEEL

ROOFING PAPER and SHINGLES

NAILS — ALL KINDS

OIL CIRCULATING HEATERS

Silent Sioux and Superflame

(We Suggest You Buy Now Before the Rush)

CRANE'S BUILDING SUPPLIES

JOSHUA TREE

Standard

Service Station

STANDARD OIL

PRODUCTS

Auto Accessories

JOE KASAL, Mgr.

Joshua Tree

Expert Men's Haircutting

OPEN

Wednesday - Thursday

Friday

10 a. m. - 1 p. m. — 4 - 9 p. m.

Joshua Tree

Barber Shop

CHRIS SORENSEN, Prop.

Perfect Daytime

Riding Weather

Here at Last

Tre-Mac

Riding Academy

Adobe & Sullivan Roads

Twentynine Palms

Coulter's Guest House

Directory

C. K. Errett

AUDITING - ACCOUNTANT

TAX COUNSELLOR

NOTARY PUBLIC

ALL LINES OF INSURANCE

Cummings Corral

WATCH FOR ANNOUNCEMENT

Apartments With the Homelike Atmosphere

Coulter's
Guest House

JOSHUA TREE

Breezing Around

(Continued from Page 5)

They are of Mexican design and very colorful.

* * *

We noted the smiling countenance of Archie Williams among the thronging crowds of Joshua Tree. Archie has been in Yucaipa for a few months helping our neighboring city in its building program.

* * *

The Frank Fox's enjoyed a surprise visit Saturday from their Arcadia friends Mr. and Mrs. Edmond Maier and little daughter, Maryanna. It was their first trip out this way. They were very much impressed with our desert area, and plan to come back soon and stay a couple of days.

* * *

We peeked in at Rice's new restaurant and found things well lined up. Looks like it will be opened before we know it. The counters are very attractive and a color scheme of soft yellow and brown prevails. We envy them their huge icebox! Lug boxes of fruit and vegetables can readily be stored in it. Nice going, Mr. and Mrs. Rice—looks pretty swell!

* * *

If anyone attending the Woman's club open house at Aunt May's Friday night has any doubts about how badly this community needs a community hall they should have their head examined. As spacious as Mrs. Hibbard's lovely home is, the place was overflowing. This party proved conclusively that these desert rats like to

THAT'S TOUGH

Ed Hardesty and Sam Haffman of Yucca Valley went hunting opening day but all they brought back was a head.

It seems the deer tumbled over a cliff and was so bruised from the fall the meat was unfit for use. Anyway we know they shot a deer.

shake a wicked foot. The building committee has the plans ready to submit to Mr. Donald Ayers, and as soon as the deed is forthcoming the said plans with any changes will have to go through the process of the approval of state building inspectors. Then those in charge of the state planning commission will have to get a whack at it. Estimates have been made by builders here on the building committee so as far as we here are concerned things are pretty well lined up. Those who are a little impatient must remember a public building is a different proposition from building your own home. In a building used for the public you have the public safety to consider. In your own home if the darn thing falls down it's just your own neck. There is big news brewing—very soon. Please be patient.

JUST THINKING

By THE PACK RAT

What a world this would be if nobody had to work; If the Government owned everything; if they handed out our meals, clothing, cigarettes; guaranteed our comfort in old age.

But—who's going to do all this if nobody works?

Still—there are folks who—H'm-m-m.

—oOo—

REMODELING PREFABS

Frank Cook has solved the problem of what to do with the prefabricated houses he owns to make them look better.

He has secured sufficient redwood siding to cover them. He will fur out from the present wall and then apply the siding, thus giving the house a double dead-air space which will have the effect of insulating it from both heat and cold.

The appearance of the houses will also be greatly improved.

—oOo—

SURVEYORS BUSY

Walter Giles, resident engineer for Siegel and Raub, surveyors, says he will soon have to put on a second crew and will probably have an office engineer besides.

CLASSIFIED

RATES 1c per word - 4 issues 3c per word

FOR SALE

BUTANE TANK — 200 gallons;; never used. Sullivan's, Joshua Tree.

STUDIO COUCH—Makes double bed; practically new, \$30. Sullivan, at Service Station.

6 ACRES—View, excellent location, high ground, south slope, adjoining Mental Physics, \$400. James DeJersey, P. O. Box 3, Yucaipa.

HOUSES FOR SALE

1 MODERN cement-block house, tile roof, large patio. Good view; two bedrooms, \$6500.

1 MODERN cement-brick house; lots of glass. \$4200.

1 STUCCO four-room house; good bath and kitchen. \$3200.

BUNKER LAND CO.

Mail Address via Whitewater

ORDERS taken for Letterheads and all kinds of Job Printing. Joshua Journal office.

EXCURSION SERVICE

The Joshua Tree Townsite Company is inaugurating a new twice-a-week, all-expense, trip service to Joshua Tree for the benefit of those who wish to investigate the desert and Joshua Tree.

They will use a fleet of DeLuxe DeSoto sedans and will leave Los Angeles on Wednesday and Saturday of each week returning in either case in the evening of the following day.

—oOo—

Classified ads cost little
Pay BIG!

GARDNER HOME

The attractive little home being built for Dr. Willard Gardner and family is ready for the roof. Jeff Overbay is doing the work and has made wonderful progress considering the scant crew he has been able to secure.

—oOo—

It's the firms who pay for the advertising space to tell you about their products that make this paper possible. Show your appreciation by buying from our advertisers.

**Joshua Tree
Townsite****GRAND OPENING
MONDAY
OCTOBER 1st**

Club Breakfasts -- Plate Lunches

Complete Dinners

- Home Made Pies -

Chicken - - - Steak Dinners

RICE'S CAFE
Joshua Tree, on the Hiway

Lots \$300 up

Water - Electricity - Oiled Roads

Joshua Tree Townsite Co.

CHESTER R. BUNKER

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